



lfw

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants: C.D. Payne et al.

Attorney Docket No.: MSFT122249

Application No.: 10/805,873

Group Art Unit: 2171

Filed: March 22, 2004

Title: SYSTEM AND METHOD FOR OPTIMIZING SEARCH RESULT LISTINGS

INFORMATION DISCLOSURE STATEMENT

August 20, 2004

TO THE COMMISSIONER FOR PATENTS:

Applicants are aware of the information listed in the attached form that may be material to the prosecution of the above-identified patent application.

1. ☒ Copies of the listed publications and other information are enclosed for the Examiner's use.
2. ☒ Pursuant to 37 C.F.R. § 1.97(b), this Information Disclosure Statement is being filed within three months of the filing date of the national application (other than a CPA), within three months of the date of entry of the national stage as set forth in 37 C.F.R. § 1.491 in an international application, before the mailing date of a first Office Action on the merits, or before the mailing date of a first Office Action after the filing of an RCE.

Respectfully submitted,

CHRISTENSEN O'CONNOR  
JOHNSON KINDNESS<sup>PLLC</sup>

Donna J. Coningsby  
Registration No. 41,684  
Direct Dial No. 206.695.1719

I hereby certify that this correspondence is being deposited with the U.S. Postal Service in a sealed envelope as first class mail with postage thereon fully prepaid and addressed to Mail Stop Amendment, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, on the below date.

Date:  
DJC:mgp

August 20, 2004

Patricia Subble



INFORMATION CITED BY APPLICANTS THAT MAY BE MATERIAL TO THE  
PROSECUTION OF THE SUBJECT APPLICATION

Applicants: C.D. Payne et al. Attorney Docket No. MSFT122249  
Application No.: 10/805,873 Group Art Unit: 2171  
Filed: March 22, 2004  
Title: SYSTEM AND METHOD FOR OPTIMIZING SEARCH RESULT LISTINGS

U.S. PATENT DOCUMENTS

*Examiner Initials	Cite No.	Document No.	Kind Code	Date (mm/dd/yyyy)	Name
	U1	6,223,215	B1	04/24/2001	Hunt et al.
	U2	2002/0123988	A1	09/05/2002	Dean et al.
	U3	2002/0133481	A1	09/19/2002	Smith et al.
	U4	6,526,440	B1	02/25/2003	Bharat
	U5	6,529,903	B2	03/04/2003	Smith et al.
	U6	6,615,209	B1	09/02/2003	Gomes et al.
	U7	6,658,423	B1	12/02/2003	Pugh et al.
	U8	6,678,681	B1	01/13/2004	Brin

FOREIGN PATENT DOCUMENTS

*Examiner Initial	Cite No.	Document No.	Kind Code	Publication Date (mm/dd/yyyy)	Country	English Abstract Provided	Translation Provided
----------------------	-------------	--------------	--------------	----------------------------------	---------	---------------------------------	-------------------------

NONE

LAW OFFICES OF  
CHRISTENSEN O'CONNOR JOHNSON KINDNESS<sup>PLLC</sup>  
1420 Fifth Avenue  
Suite 2800  
Seattle, Washington 98101  
206.682.8100

OTHER INFORMATION  
(Including Author, Title, Date, Pertinent Pages, Etc.)

*Examiner Initial	Cite No.
_____	O1 Tedeschi, B., "Measuring Online Ad Effectiveness," <i>nytimes.com</i> , November 3, 2003, < <a href="http://www.nytimes.com/2003/11/03/technology/03E3com.HTML?PAGEWANTED=PRINT&amp;POSITION=&gt;">http://www.nytimes.com/2003/11/03/technology/03E3com.HTML?PAGEWANTED=PRINT&amp;POSITION=&gt;</a> [Retrieved November 3, 2003].
_____	O2 Walker, L., "Finding More Than You Bargained For," <i>washingtonpost.com</i> , December 19, 2002, < <a href="http://nl.newsbank.com/nl-search/we/Archives?p_action=doc&amp;p_docid=0F806C198A52...&gt;">http://nl.newsbank.com/nl-search/we/Archives?p_action=doc&amp;p_docid=0F806C198A52...&gt;</a> [Retrieved November 21, 2003].
_____	O3 Walker, L., "Search Engine Listings Up For Bid," <i>SiliconValley.com</i> , March 6, 2002, < <a href="http://www.siliconvalley.com/mld/siliconvalley/business/technology/personal_technolog...&gt;">http://www.siliconvalley.com/mld/siliconvalley/business/technology/personal_technolog...&gt;</a> [Retrieved November 21, 2003].
_____	O4 Walker, L., "We Get What They Pay For," <i>washingtonpost.com</i> , February 28, 2002, < <a href="http://nl.newsbank.com/nl-search/we/Archives?p_action=doc&amp;p_docid=0F1F861F927C...&gt;">http://nl.newsbank.com/nl-search/we/Archives?p_action=doc&amp;p_docid=0F1F861F927C...&gt;</a> [Retrieved November 21, 2003].
_____	O5 Walker, L., "Web Giants Seek Fortune In Search Ads," <i>washingtonpost.com</i> , July 17, 2003, < <a href="http://nl.newsbank.com/nl-search/we/Archives?p_action=doc&amp;p_docid=0FC5A6F721EA...&gt;">http://nl.newsbank.com/nl-search/we/Archives?p_action=doc&amp;p_docid=0FC5A6F721EA...&gt;</a> [Retrieved November 21, 2003].

Examiner

Date Considered

\_\_\_\_\_

\*Examiner: Initial if reference considered, whether or not citation is in conformance with M.P.E.P. § 609; draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicants.

DJC:mgp

LAW OFFICES OF  
CHRISTENSEN O'CONNOR JOHNSON KINDNESS<sup>PLLC</sup>  
1420 Fifth Avenue  
Suite 2800  
Seattle, Washington 98101  
206.682.8100